

DFC GOAL One: Increase community collaboration to prevent youth substance use.

Objective 1: 100% of coalition strategies and activities for all age groups will be supported by needs assessment results by September 29, 2019 as measured by meeting minutes and plans.

Strategy 1: Conduct needs assessment bi-annually to collect data and monitor trends.

Activity	Who is responsible?	By when?
Collect survey and archival data from law enforcement, hospitals, EMS, schools, parents, youth and others.	School, Law, Healthcare, EMS Reps.	Feb 2019
Conduct focus groups and key stakeholder interviews	Assessment TF	April 2019

Strategy 2: Use data to involve the coalition and broader community in Strategic Planning.

Activity	Who is responsible?	By when?
Develop a report and presentation summarizing the needs assessment findings	Assessment TF, Evaluator	June 2019
Share report with coalition, community groups	Marketing TF	July 2019
Develop and distribute “call to action” using local data	Marketing TF, Media Rep	July 2019
Attend community group meetings, present local data, and invite them to attend “town hall” meeting.	HS youth committee, Sector Reps	July 2019
Host a “town hall” meeting to get input from the community on the formation of a strategic plan.	HS youth committee, Sector Reps, Staff	July 2019
Draft strategic plan based on needs assessment report and public input; bring to full coalition for approval	Planning Task Force	Sept 2019
Publicize completed strategic plan	Marketing TF, Media Rep	Sept 2019

Objective 2: Increase coalition membership by 10% (6 new youth in 5th – 12th grade and 5 new adults) by September 29, 2019, measured by coalition sign-in sheets and member pledges.

Strategy 1: Conduct recruitment, recognition, appreciation, and team building activities.

Activity	Who is responsible?	By when?
Ensure youth are represented on the coalition and all task forces (TF) by hosting fun/educational events for youth	Staff, YSC	Oct 2018, then monthly
Conduct team-building exercise with youth and adult coalition members.	Staff, Chair	October 2018, then monthly
Publish reports in local media of coalition activities, calls to action, and requests for volunteers.	Media Rep.	Oct 2018, then quarterly
Hold recruitment events: Kickoff rally at football game in fall, float in the Village Parade, tables at school open houses	Event TF, Youth members	Oct 2018, Dec 2018
Monitor coalition membership to ensure it is reflective of the community diversity, with CIAs from 12 key sectors.	Coalition	Nov 2018, then quarterly
Participate in local service clubs to build relationships & recruit new members	Coalition, Staff	Nov 2018, then monthly
Celebrate volunteer contributions with awards to recognize members, and youth volunteer hour incentive board awards.	Staff	Nov 2018 then Monthly
Secure coalition involvement agreements for each of the 12 key community sectors annually.	Staff, Chair	March 2019
Promote coalition through print, social media, website, ads	Marketing TF	June 2019
Recognize members at Annual Volunteer Appreciation Party.	Staff	Aug 2019

Strategy 2: Build skills of coalition members with training and leadership development.

Activity	Who is responsible?	By when?
Identify and promote participation in local and state trainings that apply to coalition's strategic plan.	Staff, Coalition	Oct. 2018, monthly
High School & select 8 th grade members will attend Student Leadership Services Conference (SLS Conf.).	Youth Members, School reps, Staff	Dec 2018
Attendees at CADCA and SLS conferences will provide a follow up session to teach others what they learned.	Academy Attendees	W/in 1 mon of training
Build skills of members through cultural competency sensitivity training for coalition staff and members.	Staff, Coalition	Jan 2019
Develop SRSLY Internship for HS youth to develop leadership, planning, and evaluation skills.	Staff	Sept 2019
Volunteer leaders will attend CADCA National Coalition Academy, Forum and the Mid-year Training Institute, and other state and local trainings/conference	Staff, Coalition	Sept 29, 2019

Objective 3: Implement 100% of the action plan by September 29, 2019 as measured by quarterly action plan progress reports and coalition meeting minutes.

Strategy 1: Modify coalition structure and processes to support effective implementation.

Activity	Who is responsible?	By when?
Survey of coalition members, review by-laws	Chair, ASC	Dec 2018

Strategy 2: Evaluate effectiveness of strategies and activities, and use results to improve efforts.

Activity	Who is responsible?	By when?
Track service outputs, process measures, and short-term outcomes for all activities as they occur and report to the coalition quarterly	Staff, Evaluation Task Force members	Dec 2018 then Quarterly
Update Action Plan based on information from review	ASC and YSC	Quarterly
Annually assess progress toward intermediate and long-term outcomes and review with coalition.	Evaluation TF, Evaluator	Sept 2019

Strategy 3: Gain community financial support of coalition activities to ensure sustainability.

Activity	Who is responsible?	By when?
Send annual appeal letters to garner financial support	Sustainability TF	Aug 2019
Incorporate at least two coalition activities into membership agencies' annual budgets and actions plans.	Sector Reps.	Sept 2019

DFC GOAL TWO: Prevent and reduce youth substance abuse by addressing the factors in the community that increase risk of abuse and promoting factors that minimize risk.

Objective 1: Decrease the percentage of 9th and 11th grade students reporting alcohol use in the past 30 days from 19% to 12% by September 29, 2022 (Source: MiPHY).

Strategy 1: Change consequences by increasing enforcement of state laws and school policies.

Activity	Who is responsible?	By when?
Increase surveillance during common teen party times.	Law Enforcement Rep.	Dec. 2018
Conduct compliance checks w/ retailers	Law Enforcement Rep.	Dec. 2018
Develop policies with law enforcement that outline how tips on youth substance abuse will be handled.	Law Enforcement, Parent, School and Youth Reps.	June 2019
Promote tip line to notify police of underage parties.	Law Enf, Marketing TF	July 2019
Work with law enforcement and local Pros. Attorney to identify procedures for consistent enforcement	Law Enforcement Rep.	Aug 2019

Activity	Who is responsible?	By when?
Advocate for increased communication between law enforcement and school regarding student citations	Law Enforcement and School Reps.	Aug 2019
Assist in the development of a policy panel with law enforcement, school district, and other stakeholders	Sector Reps	Sept 2019
Publicize results of compliance checks	Marketing Task Force	Sept 2019
Publicize enforcement of social host laws	Marketing Task Force	Sept 2019

Strategy 2: Build skills among parents, youth, alcohol retailers and school staff.

Activity	Who is responsible?	By when?
Coordinate and promote the Guiding Good Choices program for parents of 9 to 14-year-olds	Members trained as facilitators	June 2019
Provide Youth Empowerment Solutions – teamwork and leadership development program for MS students, train youth to plan and implement community projects	Staff, School, Youth Serving, Civic Reps.	June 2019
Coordinate Responsible Beverage Service training for alcohol retailers to enhance skills.	Business Reps.	June 2019
Develop “retailer prevention tool kit” to teach how businesses can support prevention efforts.	Marketing TF, Law Enf. and Business Reps.	Sept 2019
Trainings on school policies and how to recognize and respond to alcohol use for educators and parents	School/Civic Reps., YSC, Staff	Sept 2019

Strategy 3: Provide information on prevalence and consequences of youth alcohol use

Activity	Who is responsible?	By when?
Project Sticker Shock; youth place stickers on alcohol w/ info on consequences of buying alcohol for minors.	Youth members, Law Enforcement, Businesses	Nov 2018, April 2019
Develop and distribute marketing materials with positive social norms messages using local data.	Marketing Task Force, Youth committees	Feb 2019
Educate parents on consequences of providing alcohol to minors thru community-wide mailing	Marketing TF, School and Parent Sector Reps.	April 2019
Work with schools to incorporate the physical and legal risks of alcohol use into health class curricula.	School Rep., YSC	Sept 2019
Share info on youth alcohol use (risks, consequences, prevalence, and prevention) on social media	Marketing Task Force, YSC	June 2019

Strategy 4: Change consequences for youth who do not use alcohol

Activity	Who is responsible?	By when?
Develop recognition program to celebrate youth for making healthy choices on a visible platform	Marketing Task Force, YSC	Feb 2019

Strategy 5: Provide support to parents and youth who do not use alcohol.

Activity	Who is responsible?	By when?
Promote parent registry of SRSLY-safe homes where teen drinking will not be allowed.	Marketing TF, School/Parent Reps.	Oct. 2018, then monthly
Hold annual SRSLY Parent Night event to bring parents together, and support sharing and learning.	School and Parent Rep., Event TF	Sept 2019
Host two fun alcohol-free events for families and youth	Event TF	Sept 2019

Strategy 6: Provide support for youth to build friendships with alcohol and drug-free peers.

Activity	Who is responsible?	By when?
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Implement “What’s Your Anti-Drug?” Media Contest; HS students lead classroom activities for MS and elem. students	School Rep, Marketing TF, Youth committee	Dec 2018
Extracurricular recruitment event for current/incoming HS students to increase youth involvement in coalition	YSC	May 2019
Develop Youth-Led CPTN SRSLY comic book to promote community involvement among youth age 10-15-years-old	YSC and Artist Jerzy Drozd	May 2019

Objective 2: Decrease the percentage of 9th and 11th grade students reporting marijuana use in the past 30 days from 11.2% to 5.5% by September 29, 2022 (Source: MiPHY).

Strategy 1: Enhance barriers to youth accessing marijuana.

Activity	Who is responsible?	By when?
Work with law enforcement and private companies to encourage drug dog searches in schools.	School and Law Enforcement Reps.	June 2019
Work with schools to develop and enforce strong consequences and link youth to resources if they need help.	School Rep.	June 2019
Advocate consistent penalties for adults providing to minors.	Coalition, Law Enf Rep.	June 2019
Advocate for medical marijuana caregiver density regulations	Coalition, Gov't Rep.	Sept 2019
Publicize results of enforcement for providing to minors.	Media/Law Enf. Rep.	Sept 2019

Strategy 2: Change policies to increase enforcement of state laws and school policies.

Activity	Who is responsible?	By when?
Raise visibility of enforcement activities and consequences for those caught.	Law Enforcement, School, and Media Reps.	Sept 2019
Advocate for increased communication between law enforcement and school regarding student citations.	Law Enforcement and School Reps.	Sept 2019
Evaluate security camera location and identify blind spots, move cameras as needed.	School Rep.	Sept 2019
Assist in the development of a policy panel with law enforcement, school district, and other key stakeholders.	Sector Reps. and Coalition	Sept 2019

Strategy 3: Build skills for adults to effectively enforce marijuana laws and policies

Activity	Who is responsible?	By when?
Support training for law enforcement on marijuana	Law Enforcement Rep.	June 2019
Support trainings for school staff and coaches on how to respond to youth marijuana use and enforce policies.	School, Law Enf., Healthcare, Staff	Sept 2019

Strategy 4: Provide information on the prevalence and consequences of youth using marijuana.

Activity	Who is responsible?	By when?
Hold educational event for parents and other adults, “Drugs 101,” led by St. Joseph Mercy Health System.	School, Youth Serv. Org, and Civic Reps.	May 2019
Develop and distribute marketing materials with positive social norms messages and local data.	Marketing Task Force, Media Rep.	June 2019
Work with youth to develop Public Service Announcements for Radio and web-based sharing.	Youth committees	June 2019
Work with schools to incorporate the physical and legal risks of marijuana use into health class curricula.	School Rep., Youth committees	June 2019

Develop social media strategy for sharing info on youth marijuana risks, prevalence, and prevention.	Marijuana Task Force, Youth committees	June 2019
Develop and distribute info brochure to educate on issues of youth using marijuana	Marijuana TF, Law Enf. Rep., Hospital Rep.	Sept 2019